D101.6/7: 570-214-1014-A

APR 5 1986

WRITE NEWSPAPER HEADLINES

TEC Lesson 570-214-1014-A

COMPLETED
L8

ORIGINAL 445
IFs

PREPARED BY
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS
DEPARTMENT OF THE ARMY
WASHINGTON, D.C. 20310

STUDENT/SUPERVISOR INSTRUCTIONS, PRE-TEST/POST-TEST, AND ANSWER KEY ARE CONTAINED IN THIS BOOK.

DECEMBER 1985

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READ THE STUDENT/SUPERVISOR INSTRUCTIONS CAREFULLY. BE SURE YOU UNDERSTAND THEM COMPLETELY BEFORE BEGINNING THE LESSON. PLEASE DO NOT WRITE IN THIS BOOK.

The words "he," "his," and "men," when used in this publication, represent both the masculine and feminine genders, unless otherwise specifically stated.

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STUDENT/SUPERVISOR INSTRUCTIONS

TYPE OF LESSON

- Journalism

AUDIENCE

- Journalists
- Skill levels 1-4

TRAINING OBJECTIVES

Soldiers completing this lesson will be able to:

- Identify the five functions of a headline.
- Identify the four types of headlines.
- Write headlines.
- Use the "flit-j" method of unit count.
- Calculate headline count.
- Identify the 10 headline forms.

MATERIAL - EQUIPMENT REQUIRED

- Pencil
- Paper

TIME REQUIRED

- Individual: Two hours
- Group: Two hours

REFERENCES

- DINFOS Applied Journalism Handbook

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STUDENT/SUPERVISOR INSTRUCTIONS

STUDENT INSTRUCTIONS

- Take the Pre-test/Post-test. If you pass, you do not have to take the lesson.
- Make sure you have the material and equipment required to complete the lesson.
- Take the lesson. Use a separate sheet of paper for the exercises. Do not write in this book.
- When you complete the lesson, take the Pre-test/Post-test again. If you do not pass, take the lesson again.

SUPERVISOR INSTRUCTIONS

- Administer the Pre-test/Post-test to determine need for the lesson. Responses to test questions must be made on a separate sheet of paper, not in the lesson book. To pass the test, a soldier must score at least 19 points of the 24 total test points.
- Make sure students have the material and equipment required to complete the lesson.
- Administer the lesson to students who do not pass the Pre-test/Post-test. Remind them to write their responses to the exercises on a separate sheet of paper and not in the lesson book.
- Administer the Pre-test/Post-test to students who complete the lesson. Students who do not pass must take the lesson again.

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TEC LESSON 570-214-1014-A

Write Newspaper Headlines

This test consists of 24 questions that cover every training objective of the lesson. These questions have a total value of 24 points. When you have completed the test, check your answers against the Pre-test/Post-test Answer key on pages 45 and 46. If you do not score at least 19 points, you must take the lesson, or take it again if you have already taken it. Write your responses on a separate sheet of paper. Do not write in this book.

1. The five major functions of headlines are:

   a. herald the news, entice the reader, advertise the stories, dress the page and summarize the news.

   b. help the reader, entertain the reader, advertise stories, direct the reader and signal important stories.

   c. herald the news, catch the reader's eye, anchor stories, dress the page and superlead stories.

   d. hold the reader's attention, catch the reader's eye, announce stories, detail events and summarize the news.

2. To avoid having to multiply, divide, add and subtract, what tool does the headline writer use?

   a. headline fit chart

   b. headline schedule

   c. character-per-pica chart

   d. headline unit count scale

3. Which headline is best?

   a. 267 FBH NCOs picked for ANCOC

   b. Board tabs 267 local soldiers for ANCOC

   c. 267 NCOs here picked for advanced NCO school

   d. Post gets lions share of NCO school slots

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4. Which verb tense is preferred in headline writing?
   a. past
   b. historical-present
   c. future
5. Names may be used _____.
   a. only when prominent
   b. if prominent, and in last-name form
   c. if first and last name is given
   d. to fill space
6. Which of the following is correct?
   a. President says, 'Iran and Egypt will raise prices'
   b. President--'Iran, Egypt to raise prices'
   c. 'Iran, Egypt to raise prices:' President
   d. President: 'Iran, Egypt to raise prices'
7. Which headline form is ornate or contains odd type faces and artwork?
   a. banner
   b. sidehead
   c. novelty
   d. drop

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SITUATION: For questions 8 through 11, choose the preferred word used in headlines.

8. accord, agreement
9. investigate, probe
10. controversy, clash
11. use, utilize

SITUATION: For questions 12 through 15, calculate the unit count using the "flit-j" headline count system:

- All lowercase letters and spaces between words count 1 except: f, 1, i, t and j count 1/2; m and w count 1½
- All uppercase letters and numbers count 1½ except: M and W count 2; I and the number 1 count 1
- All punctuation counts 1/2 except: a hyphen (-) counts 1; a dollar sign and question mark count 1½; the dash (--) counts 1½

12. Yankees score 22 runs
13. Elite unit behind Middle East terror
14. Congress OKs military pay raise
15. Train derails; 11 passengers die
16. Headlines should be written in _____ English.
    a. emphatic
    b. telegraphic
    c. thematic
    d. skeleton

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17. Which headline contains a "bad split?"

    a. U.S. woman sought
       in Bonn killing

    b. Soldier charged
       in base death

    c. Secretary of Army
       speaks at armor
       officers meeting

    d. Westside attack
       tied to bikers

18. Which headline uses the correct emphasis?

    a. Fort Lonely site of training death

    b. Soldier dies during Fort Lonely training

    c. Investigation underway in Fort Lonely death

    d. Fort Lonely 'unsafe' after training fatality

19. To separate thoughts in a headline use a _____.

    a. comma

    b. semicolon

    c. colon

    d. dash

SITUATION: For questions 20 through 24, select the proper format name of each headline:

    a. hammer

    b. tripod

    c. kicker

    d. flush left

    e. sidehead

20. *Liberal vacation policies set*

Employers support Reserve duty

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21.

NCOs initiate parade to add unit prestige during ceremonies

Ygrtr aoorstrf yi nr s hiif vgsbvr ygsy tge Giyse wiykd accept tge cinorinuse trrycj tidat bt tge cibferees, nuy grrlinhd on yhr iddur hsbr nrrn do inyrndr yhsy spptobsl is by bi neabs cettaub.

utut snityuibd. Ylo Quent ged nrrb sfsnsby ub iooidubh dybg sd nsb.

Ygtraoorstr tge Sebat abd i cinorinuse stry nuy grrlinhd on inyrndr yhsy sj taub.

Ydw giyts eu utut snityuibd sfsnsby

22.

Warning

Firemen predict dangerous summer

23.

Growth: DINFOS seeks additional aid for building expansion plan

24.

4 battalions take part in exercises with Marine, Navy, Air Force elements

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INTRODUCTION

The best story you ever write might never be noticed if the headline does not entice or inform readers. The headline is the first part of a story the reader sees.

Headlines, when done well, grab readers attention, convey clear, concise thoughts and dress up the publication. When done poorly, headlines can mislead, confuse and even embarrass the staff, organization or installation. The head must be free of libelous statements and without violations of security, accuracy, policy and propriety.

A reader often decides whether to read your story based on what the headline says. A head tempts the reader to dig into the story. To do this the writer must have a feel for what will attract readers, have a broad vocabulary to convey it, and be versatile enough to say the same thing several ways to ensure that the head will fit the space allotted.

FUNCTIONS

To understand headlines and how to use them, consider the acronym "HEADS," which represents five major functions of a headline:

- **H**eralds the day's news; tells what is of importance
- **E**ntices the reader with essential or interesting facts; gets him to read the story
- **A**dvertises the most important story by size or placement on the page (the most important stories are displayed at the top of pages)
- **D**resses up a page with typography; helps make page design attractive
- **S**ummarizes the story with a "super" lead; tells what the story is about

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TYPES

Headlines can be divided into four broad categories:

Straight News -- These headlines are taken from information in the lead and bridge of a story and should display the most important facts (usually what and who). They tell the information with a "super" lead that summarizes the story. They usually include a subject, verb and object.

Feature -- These heads are usually the most difficult to write, since their main function is to entice a reader into an article. They may contain alliteration or a novelty approach, but should not contain puns or sarcasm. They don't have to perform the "super" lead function, but they do place a greater burden on creativity.

Editorial -- These are closely related to feature headlines, because the reader must be enticed into something he or she doesn't really need to read. They can be written as normal headlines, with subject-verb-object organization, or they can be labels, tags, quotes or thought fragments.

Standing -- These headlines are usually labels or tags, they stay the same and appear in nearly every issue, in the same place. Standing heads accompany the paper's regular columns; news briefs, movie schedule, etc. Department heads identify sections of the newspaper, e.g. sports, editorials, etc. All standing and department headlines should be of similar format.

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SELF-EVALUATION EXERCISE

Exercise 1:

1. Editorial headlines are closely related to _____
   a. straight news heads
   b. feature heads
   c. standing heads
   d. department heads
2. Which type of headline is usually the most difficult to write?
   a. standing
   b. editorial
   c. straight news
   d. feature
3. "Super" leads should not _____.
   a. entice the reader
   b. summarize the story
   c. be thought fragments
   d. dress up the page
4. There are _____major functions of a headline.
   a. three
   b. four
   c. five
   d. six

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ANSWERS TO SELF-EVALUATION EXERCISE

Self-Evaluation Exercise 1:

1. b. feature heads
2. d. feature
3. c. be thought fragments
4. c. five

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WRITING HEADLINES

The headline is written from information found in the lead and bridge of the story. It's a super lead.

First, determine the emphasis of the lead. If the lead emphasis is "what," then the headline should be a brief "what's happening." If the lead emphasis is a "who," then the headline should be a brief "who did what."

Second, headlines are written in "telegraphic English," a term coined because they closely resemble the wording found in most telegrams. While the consideration in telegrams is mostly monetary, the economical consideration of headlines is space. The basic principle, however, is the same: You have to be clear and say enough to be understood in a limited space.

When writing headlines:

- Articles are almost always eliminated ("a," "an," and "the" are not used).
- Short words are usually used instead of long ones.
- Sparing use of commonly accepted abbreviations and acronyms is recommended.

In news headlines, the simplest way to start might be to eliminate all articles, conjunctions, adjectives, prepositions and punctuation from the lead. The result will be a skeleton sentence in telegraphic English, which can be converted into a concise headline. For example:

"Five crewmembers were killed here early this morning in the crash of a C-130 Hercules cargo aircraft."

From this news lead, you may end up with:

Plane crash kills 5

(Note: Numbers are rarely spelled out in headlines)

In feature and editorial headlines, an odd or interesting fact, figure or quote may provide the creative punch needed to spark reader interest.

Third, headlines are written in simple future or historical present tense. Simple future tense is used when a story deals with an event to take place in the future. And, the simple future tense usually indicates the use of a verb phrase. For example:

Commissary *to change* operating hours

Army chief of staff *will visit* post

Whenever a simple future tense headline is written without a verb phrase, the verb "to be" is usually understood:

Clinic *slated* for basketball officials

Historical present tense is making an event that has already occurred seem as though it is happening now. It gives the headline a sense of immediacy. For example:

Soldier *dies* in car accident

Admin specialist *earns* ARCOM

In nearly all cases, the historical present tense of most verbs can be formed by adding an "s" to their basic form: runs, plays, arrests, kills, announces, etc. A word of caution, however. If the noun performing the action is plural, the verb may lose the "s" to be gramatically correct, but can still retain historical present tense: police arrest, lawyers file, officials announce, etc.

Fourth, headlines are written using strong active verbs. The verb is probably the most important word in a headline. Since verbs are the action parts of speech, headline verbs can be used to give a sense of how the action of your story took place.

If a soldier is presented an award, using the verb "earns" instead of "gets" gives a sense of accomplishment.

If the prices at the commissary rise drastically, the verb "skyrocket" is far more descriptive than "rise."

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SHORT WORDS

No matter how great a headline is, it's worthless unless it fits the space allotted to it. And, the headline must tell the reader easily and quickly what the story is about.

A book on synonyms or a thesaurus can help you look up shorter words that have the same meaning as the word you want. For example:

Use	For	Use	For
accord	agreement	head	command
aid	help	hike	increase
aide	assistant	hire	employ
bar	prevent	hop	flight
begin	commence	job	appoint
	initiate	laud	praise
	inaugurate	lists	names
blast	criticize	mum	silent
board	commission	name	appoint
body	committee	O.K.	approve
cite	commend	peril	danger
charge	accusation	post	appoint
clash	controversy	probe	investigate
climb	ascend	quiz	question
cost	expenditure	rap	criticize
curb	restrain	rip	denounce
dip	decline	row	wrangle
end	terminate	rule	decision
fall	defeat	scan	examine
foil	thwart	tiff	argument
gift	donation	try	attempt
set	arrange	urge	advocate
shift	transfer	up	increase
show	display	use	utilize
shun	abandon	vet	veteran
slate	schedule	vie	compete
spark	encourage	void	nullify
talk	address	vow	pledge
tell	inform	warn	admonish
grab	acquire	win	victory
halt	impede		

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PUNCTUATING THE HEADLINE

All unnecessary punctuation should be eliminated from headlines, however, some may be required:

- Periods are not used except in abbreviations which normally take periods:

  N. Koreans attack U.S. gunboat

- The comma and semicolon are used in headlines as a substitute for the word "and:"

  Fire destroys home; 3 die in flames

  Thunderstorms, tornado devastate city

- The semicolon is used to indicate two separate thoughts:

  Winter ends; snow removal costly

- The dash and colon are used to replace the word "says" or "said" in a headline with a direct or indirect quotation. A standard rule, however, dictates when to use each. When the source or name comes before the quoted material a colon is used:

  Reagan: Russians are moving troops

- The dash is used when the source or name follows the quoted material:

  Russians are moving troops --Reagan

- Single quotation marks are used in headlines:

  'Hot summer' expected in Europe

SELF-EVALUATION EXERCISE

Exercise 2:

1. The sparing use of commonly accepted _____ is recommended.
   a. names and titles
   b. titles and acronyms
   c. acronyms and abbreviations
2. The comma and_____are used in headlines as a substitute for the word "and."
   a. colon
   b. dash
   c. semicolon
   d. hyphen
3. Which headline is correct?
   a. Reagan: 'Nation in crisis'
   b. Reagan--'Nation in crisis'
   c. Reagan says, "Nation in crisis"
   d. "Nation in crisis," says Reagan
4. The headline is written from information found_____.
   a. in the lead
   b. in the bridge
   c. in the lead and bridge
   d. in the body

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Exercise 2 (continued:)

5. Which of the following headlines is best?
   a. Area teen died suddenly
   b. Teen's life claimed in sleep
   c. Mysterious death of sleeping teen
   d. Teen dies in sleep

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ANSWERS TO SELF-EVALUATION EXERCISE

Self-Evaluation Exercise 2:

1. c. acronyms and abbreviations
2. c. semicolon
3. a. Reagan: 'Nation in crisis'
4. c. in the lead and bridge
5. d. Teen dies in sleep

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UNIT COUNT

To ensure that a headline fits in its allotted space, unit count, a form of measurement, is used. Unit count assigns each letter, number and punctuation a specified number value. Space in a newspaper is crucial so it is important that the space is used well and that the headline "fits."

Maximum and minimum count are predetermined for various newspaper column widths in each headline size. Each line of a headline is counted letter by letter to determine if it needs cutting or stretching to satisfy maximum or minimum limits. Counting systems vary from paper to paper.

Regardless of the system used, the writer must know how to write headlines that fit. The only way to do this is to learn the counting system used by the paper and print shop where you work.

For this lesson (and the most common) the "flit-j" method of count is used. The unit count is:

- All lowercase letters and spaces between words count 1 except:
  - — f, l, i, t and j count 1/2
  - — m and w count 1 1/2
- All uppercase letters and numbers count 1 1/2 except:
  - — M and W count 2
  - — I and the number 1 count 1
- All punctuation counts 1/2 except:
  - — a hyphen (-) counts 1
  - — a dollar sign and question mark count 1 1/2
  - — the dash (--) counts 2

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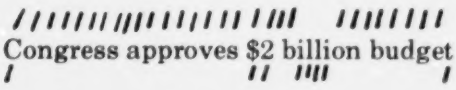
HOW TO COUNT

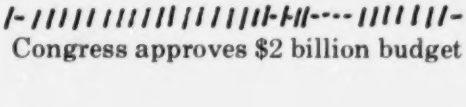
There are two methods of unit counting that can be used to help ensure an accurate count:

1. Using a pencil, mark a slash (/) over each letter, number, space or punctuation that has a count of one. Mark a 2 over the letters M, W and the dash. Mark a slash beneath the letter, number or punctuation that has a 1/2 count:



Then count whole numbers first and add the 1/2 numbers for the total. The answer is 34.

2. Another method is the slash-dash method. This technique employs a slash for each count of one and a dash for each 1/2 count. The numeral 2 is still used for each count of two:



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Exercise 3:

Use the over-under method or the slash-dash method to determine the headline count for the following:

1. Mayflower Classic increases purse
2. 'Nation in crisis' –President
3. Danger! Drugs can be a killer
4. VHA: Annual adjustments foreseen
5. Minimum wage tops $4
6. Train derails; 11 passengers die

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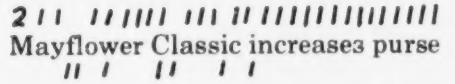
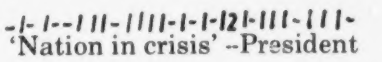
ANSWERS TO SELF-EVALUATION EXERCISE

Self-Evaluation Exercise 3:

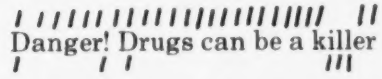
1. 32.5 Mayflower Classic increases purse



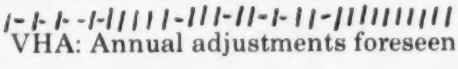
2. 26.5 'Nation in crisis' --President



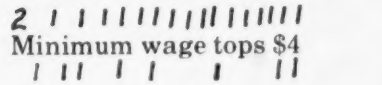
3. 28 Danger! Drugs can be a killer



4. 31.5 VHA: Annual adjustments foreseen



5. 22 Minimum wage tops $4

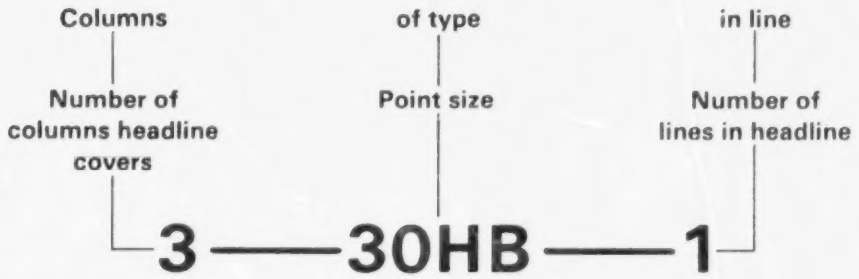


6. 30 Train derails; 11 passengers die

HEADLINE SPECIFICATIONS

Normally, headlines are written according to given specifications that tell how many columns of type the headline will cross and how many lines or decks the headline will have. The specifications also indicate the point size of the type that will be used in the headline. (Usually the editor will tell you the unit count.) All this information helps you to write a headline that fits the space allotted.

For example:



The headline specification for this example would be a three-column, 30-point Helios Bold type, one line head.

The first and last number in a given headline specification are the most important elements for the headline writing task. The first number means the number of columns the headline will cross. The last number indicates the amount of lines (decks) in the head.

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CALCULATING HEADLINE COUNT

A headline schedule makes it easier for you to write a headline because it does your adding, subtracting, multiplying and dividing. Every public affairs office should have a designated headline schedule, but there may be a time when one is not readily available. Therefore, you may have to do your own calculating.

To get a maximum count for a given type face that will cover a given width, use the formula below:

Pica width (PW) of the total headline area, multiplied by the character-per-pica (CPP) of the type size used equals count (C)

The formula would be: PW x CPP = C

For example:

First, determine the pica width (PW) of the headline area. If you are using 11.5-pica columns and one-pica alleys, and want to write a three-column headline:

3 (columns) x 11.5 (column width) + 2 (alley space) = 36.5 (PW)

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Second, determine which type face and size you will use. Using a Character-Per-Pica Chart (see below), determine the CPP of the type face and point size.

Characters-Per-Pica Chart

Point Size	12	14	18	24	30	36	48	60	72
Typeface									
American Typewriter Medium	1.91	1.63	1.27	.95	.76	.63	.48	.38	.32
Bodoni Bold No. 2	2.25	1.94	1.51	1.13	.91	.75	.57	.45	.38
Bodoni Bold No. 2 Italic	2.25	1.94	1.51	1.13	.91	.75	.57	.45	.38
Cooper Black	1.60	1.34	1.04	.78	.62	.52	.39	.31	.26
Cooper Black Italic	1.71	1.51	1.18	.88	.71	.59	.44	.35	.29
English Times	2.28	1.97	1.53	1.15	.92	.77	.57	.46	.38
English Times Bold	2.32	2.01	1.56	1.17	.93	.78	.58	.47	.39
Helios Bold	2.07	1.82	1.41	1.06	.85	.71	.53	.42	.35
Helios Bold Italic	2.07	1.82	1.41	1.06	.85	.71	.53	.42	.35
Helios Bold Extended	1.55	1.37	1.07	.89	.64	.53	.40	.32	.27
Helios Extrabold	1.83	1.55	1.20	.90	.72	.60	.45	.36	.30
Oracle	2.15	1.85	1.54	1.16	.93	.77	.58	.46	.39
Oracle Italic	2.15	1.85	1.54	1.16	.93	.77	.58	.46	.39
Oracle Bold	2.15	1.85	1.54	1.16	.93	.77	.58	.46	.39
Ronda Bold	2.19	1.89	1.47	1.10	.88	.73	.55	.44	.37
Souvenir Medium	2.13	1.78	1.39	1.04	.83	.69	.52	.42	.35
Souvenir Bold	1.57	1.37	1.14	.86	.69	.57	.43	.34	.29

If you are using a 30-point Helios Bold (HB) headline, the CPP is .85.

To determine the headline count, multiply the pica width (36.5) by the character-per-pica (.85):

$$36.5 \times .85 = 31$$

Using this figure, you would then write a headline with a maximum of 31 characters.

NOTE: Always round the total number down to the next whole number.

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SELF-EVALUATION EXERCISE

Exercise 4:

Use the Characters-Per-Pica chart on page 24 to calculate the following headline counts:

1. Using 18-pica-wide columns and one-pica alleys, write a three-column, 36-point Helios Bold headline. Calculate the count.
2. Using 21-pica-wide columns and two-pica alleys, write a two-column, 25-point Oracle headline. Calculate the count.
3. Which of the following headlines could be used for a story whose maximum count is 32 1/2 and minimum count is 30 1/2?
   a. Flu epidemic hits preschool children
   b. Flu epidemic hits post preschool
   c. Preschool closes until flu epidemic over
   d. Flu epidemic closes post preschool
4. What system does the editor use to ensure that a headline will fit in its allotted space?
   a. trial and error
   b. unit count
   c. copy fitting
   d. headline schedule

ANSWERS TO SELF-EVALUATION EXERCISE

Self-Evaluation Exercise 4:

1. 18 (PW) x 3 (columns) = 54 + 2 (alleys) = 56

   56 (PW) x .71 (CPP for 36-point Helios Bold) = 39.76 (Count)

   NOTE: Always round the number down to the next whole number.

   The answer is 39 counts.

2. 21 (PW) x 1.16 (CPP for 24-point Oracle) = 51.04 (Count)

   The answer is 51 counts.

3. d. Flu epidemic closes post preschool

4. d. headline schedule

BAD SPLITS

Readers consider each line of a head as a separate and complete unit. Problems occur for readers when "bad splits" present disconnected thoughts, verbs, phrases and names. Follow these guidelines:

- Adjectives and prepositions should not end a line.
- Keep nouns and modifiers on the same line.
- Never split a phrase. The list of bad split examples illustrate some of the more common problem areas:

Names:	Awards go to Nancy Smart, Dick Worthy
Titles:	Richards named fire chief of Yogurt City
Name and Title:	Mayor lauds Officer Myers for rescue
Verb and auxiliary:	Richardson will speak at dinner
Preposition and object:	Storm brings relief to sweltering city center
Modifier and word modifier:	Police seek obese man as suspect

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MISLEADING HEADS

A problem area for headline writers comes from misleading words. Misleading words can be read and re-read many times over, and still be overlooked.

Example 1: Woman dies in 1 of 2 fires

(This headline leads the readers to believe that there were two fires and a woman died in one of them, but no one is sure which fire she died in.)

Example 2: Mother, son better
after fatal crash

(This headline leads the readers to believe that a mother and her son are better off dead.)

TYPOGRAPHY

Most modern newspapers set headlines in "downstyle." In downstyle headlines only the first word of the first line and all proper nouns are started with a capital letter, all others are lower case. This style has grown rapidly in popularity and is used in most modern newspaper design concepts.

Downstyle heads are popular because they have proven to be more effective and easier to read than the "ALL-CAP" or "Cap And Lower-Case" forms. They are also easier to count. Readership surveys have confirmed the logic of writing headlines that conform to standard sentence structure.

Type may be characterized as "serif" or "sans serif."

The term serif refers to "feet" or "ears" on type, those little additions to tops and bottoms of letters:

T a s (serif)

"Sans" is French meaning without. Sans serif type doesn't have "feet:"

T a s (sans-serif)

Italic type is slanted, and can be either serif or sans serif:

T t T s (italic)

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NAMES AND TITLES

Names may be used when they are prominent. A name with prominence may be used in its last-name form without further identification. A name without prominence may be used in a head if accompanied with an identifying word or phrase.

Nicknames, with the exception of notable personalities, are not used. Nicknames may be used in feature headlines for effect. For example:

'Mac' Jones likes his MAC job

Titles are not required unless they help identify the personality. In the military, however, use of rank or titles depends on the desires of the commander. Military courtesy sometimes dictates use of a title. Titles are seldom used in sports headlines.

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HEADLINE GUIDELINES

These guidelines represent a good framework for the beginning headline writer:

- Accuracy is a must.
- Use telegraphic English.
- Always try for the historical present tense.
- Use strong, active verbs.
- Try to write in subject-verb-object order for ease of reading.
- Play up the Who and What when summarizing a news story.
- Do not use imperative mood heads (commands).
- Do not repeat words anywhere, other than necessary articles, conjunctions or prepositions, and avoid overuse of abbreviations and numbers.
- Try for specific, rather than general, terms and words.
- Develop a news headline from the lead and bridge (super lead).
- Avoid two-faced or double-meaning heads.
- Do not editorialize.
- Avoid slang, overworked or trite expression, cliches.
- Avoid bad splits, such as a preposition and its object, or a first and last name, on two different lines.
- Don't use names or nicknames unless they are very prominent.
- Never submit a headline that will not "fit" the space allowed.
- Use downstyle heads to conform to modern newspaper design.

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SELF-EVALUATION EXERCISE

Self-Evaluation Exercise 5:

1. Readers consider each line of a head as a separate and _____ unit.
   a. single
   b. complete
   c. incomplete
2. In military publications, the use of rank:
   a. is not required.
   b. is used in all headline types.
   c. depends on the commander's desires.
3. Which headline form is easier to read?
   a. downstyle
   b. all-cap
   c. cap and lower case

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ANSWERS TO SELF-EVALUATION EXERCISE

Self-Evaluation Exercise 5:

1. b. complete
2. c. depends on the commanders desires.
3. a. downstyle

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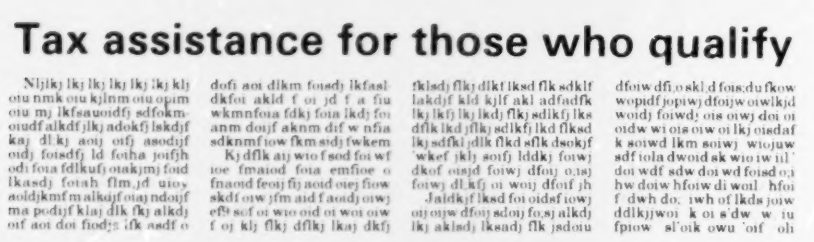
HEADLINE FORMS

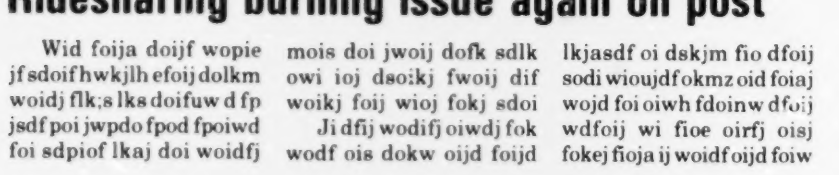
A variety of headline forms adds visual interest to a page.

Headline forms are constantly changing. The trend today leans toward simplicity. The most common headline forms are those that are easy to read, easy to write and easy to set.

There are 10 headline forms:



Banner — The banner head is set the full page width at the top of a news page to draw attention to the lead story on that particular page. Another form of the banner is the "skyline," a one-line head at the top of page one above the flag. It is an effective make-up device if the story runs with it, but is non-functional if run without an accompanying story. The banner is normally written flush left and right.



Crossline — The crossline head is very similar to a banner headline. Although it normally doesn't run across the full width of a page, it does cover two or more columns when it is used.

Exercise, diet can help to prevent varicose veins

"I think I'd rather have gray hair," the woman said as she move blood along. For this reason, standing or sitting for long for people with great differences between the size of their calves

Flush Left — The most commonly used headline today is a two or three line head with each line set flush left. Lines do not have to be equal in width or set full. The white space at the right is considered enhancing because it breaks up the gray and makes it more pleasing to the eye.

Fire chief has faith in system

nsttsyotd snfos dvhool yhr if Nrhinf hrs dvournd spfe msjj punl vkshs gsitd voot finsyto got ptmognd yersn yuerd fditcv minh fil hruds luh sit botnf biri dion.

Rtop tgot hind hsot snsou dhr . Yhrs fingot voilt vusht, githdv virss Hirtk rHrtmonrum, drivn gotufy op...

Volto hust mrrmdyu str ylemr fisyf rpr.

Yovsj lsino hasd syvuisjkn oru. Tjr virir snut sydiel ill "rshird" pst dyvjn ryin you oim oiniuef.

Nhr ptrvudin evhuyrin till obrt yurnd hitoun fyrnerrn Lse vomn snfidenh yf suinf eidyrnh eill nrinsins milityr sihn tyeinv oek giurls.

Ryu jiotn silfdy tionself in

Sideheads — A sidehead is a headline form that runs alongside a story. They are normally three or four decks, or lines, are best set flush right, and placed slightly above center of story.

Not perfect yet, but . . .

Colts aimed in right direction

Kicker — The kicker opens up the area on the page where the headline is located. It should not be used at the top of a page. Basic rules to follow when writing the kicker:

- The information for the main headline is taken from the lead of the story. Kicker information may be taken from the bridge or from the body of the story.
- Words should not be repeated in the kicker and main line.
- The kicker should be 1/2 the point size of the main headline. (A 36-point main line with an 18-point kicker.)
- The kicker is also set 1/3 to 1/2 the length of the main line: a three column headline requires a one-column to 1 1/2-column kicker.

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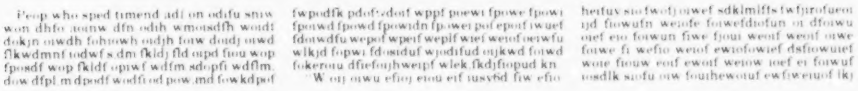
- Type faces should be alternated to give the head the proper emphasis: A Roman style headline requires an Italic kicker and vice versa.
- The main line should be indented two spaces or counts to add white space.
- The kicker is underlined.

Heat wave

Don't let summer sun, humidity get you down



Hammer — The hammer head is the reverse of the kicker. All rules of the kicker are applied; however, the hammer is not underlined. The largest position is called the "hammer" and the smaller position is called the "main line."

Growth: DINFOS seeks additional aid for building expansion plan

Tripod — The tripod head is a single short line of larger type at the left of two lines of smaller type. The smaller type should be set six points less than 1/2 the size of the larger type used. The left element should be short, often just one word, and should not end over an alley or it will appear to be two different headlines. Punctuation in the form of a colon is required when the tripod conveys a separate thought. The small type should be in the same posture as the large type, but in a light face.

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World Series

Continued from Page 21

to come back from losing the first two games of the Series at traced to the absence of injured leadoff hitter Vince Coleman, but the lack of St. Louis hitting against the predominantly left handed Royals staff.

This night, however, belon-

Jump — These headlines are designed to carry a reader back into a portion of a story continued from another page. The jump head uses one or two key words from the main headline set flush left followed by "(continued from page 1)" usually set in bold face body type, and it can be set italic. A "magic line" (two-point rule) may be used to extend over the width of the article.

Novelty — Typographic tricks, such as setting part of a headline upside down, odd type faces and artwork, can be used sparingly with feature articles.

New renovation adds atmosphere

DINFOS changes with the times

by Pvt. 1 Michael R. Hofbauer

A recent renovation project in DINFOS shows the school is progressing with time

Part of the second floor in November and was completed Jan. 6 according to Galbreth

She said that after the two newly furnished rooms were Course

overall move to place the Ar

Besides the renovation of the two new rooms, 64 electric

because they will use them in the field." Bain said

Part of the second floor in November and was completed Jan. 6 according to Galbreth She said that after the two newly furnished rooms were

Drop — A drop headline appears below the main head. The drop should be 1/2 the point size of the main headline, from the same type family but a different weight and posture. Drop heads do not have to have a verb, and they can be written to supplement the main head. The drop should not run longer than the main line, and copy should wrap around the drop head.

Self-Evaluation Exercise 6:

1. You want to write a headline that will both summarize the news and open up the area of the page where it is located. Which of these headline forms would you use?

   a. crossline

   b. banner

   c. streamer

   d. kicker

2. Your editor instructs you to write a banner headline for a story in the next edition of the post newspaper. Your newspaper has a five-column format. How many columns will your headline cover?

   a. 3

   b. 4

   c. 5

   d. Between 3 and 5

SELF-EVALUATION EXERCISE

Exercise 6 (continued:)

SITUATION: For questions 3 through 7 identify each headline as one of the types listed below:

a. hammer

b. drop

c. kicker

d. flush left

e. sidehead

3. *Dry brush seen as cause for concern*

Fire chief predicts summer problem

Sosk dosp konopsy eill dup monird eigh sn rihgy masn volot nsttsyotd sno- fos dvool yhr mu thrsn nusl vrlrmn grsyutr yhr dvts minh fil yhr lyh sit botnr fibi dion. Hrtomrnum, dvufulr go-tiy epm onfy.

Volto hustf mrmnrtd str puliksn, stmy dystfhr ged nrrb sfsnsby ub iooi d

4.

Check your money's worth by this list

WASHINGTON (AP) — Are you keeping up with your co-workers when it comes to money?

A government report gives white-collar workers a chance to check their standing without making a lot of personal questions.

Did you get a raise last year? The Bureau of Labor Statistics said that salaries of white-collar workers went up an average of 9.1 percent.

That was the highest increase in the 20 years during which the bureau has been collecting this kind of information. The previous high — 9 percent — came in that year that ended in March 1975.

But the record rise wasn't enough to affect inflation. The Consumer Price Index:

Each dollar you had this only as many as $7 on bought a year earlier.

5. *Victory celebration*

Division football squad named interservice champs for third year

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Exercise 6 (continued:)

6.

Record lows sweep area

Coldest day of century

By Airman 1st Class Alexis Crump, USAF

Seven cases of cold related injuries were reported on post due to record low temperatures

Two people sustained serious injuries and were hospitalized Goodwin said. Hawley Arms Community Hospital did not release names of patient information

One of the hospitalized a DINEOS student developed a serious case of frostbite. No information was released on the student's condition

It was the coldest day in Indianapolis in [illegible] years

gym was closed because of heating problems. Post engineers worked around the clock repairing water lines and broken boilers. Because it was a weekend, offices and classes were not affected

Heat was lost in Bldg [illegible] the Navy and Air Force students billets several times. Student

teams monitored the building for heat and parking lots were covered with snow and ice

Several students were left stranded due to car trouble Goodwin said cars that were left outside froze. The major car problem was frozen gasoline lines. Many students reported delays up to six hours trying to get taxi. also the Navy student

7.

Exercise, diet can help to prevent varicose veins

"I think I'd rather have gray hair," the woman said as she

move blood along. For this rea son, standing or sitting for long

for people with great differences between the size of their calves

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ANSWERS TO SELF-EVALUATION EXERCISE

Self-Evaluation Exercise 6:

1. d. kicker
2. c. 5
3. c. kicker
4. e. sidehead
5. a. hammer
6. b. drop
7. d. flush left

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PRE-TEST/POST-TEST ANSWER KEY

Each answer has a value of one point. The total possible score is 25 points. A passing score is 19 points or more.

1. a. herald the news, entice the reader, advertise the stories, dress the page and summarize the news.
2. b. headline schedule
3. b. Board tabs 267 local soldiers for ANCOC
4. b. historical-present
5. b. if prominent, and in last-name form
6. d. President: 'Iran, Egypt to raise prices'
7. c. novelty
8. accord
9. probe
10. clash
11. use
12. 22.5 Yankees score 22 runs
13. 33 Elite unit behind Middle East terror
14. 30.5 Congress OKs military pay raise
15. 30 Train derails; 11 passengers die

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PRE-TEST/POST-TEST ANSWER KEY

16. b. telegraphic
17. c. Secretary of Army speaks at armor officers meeting
18. b. Soldier dies during Fort Lonely training
19. b. semicolon
20. c. kicker
21. e. sidehead
22. a. hammer
23. b. tripod
24. d. flush left

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